

Maintaining America's Competitive Edge:

The Growing Need for Graduates with
International Know-How



The Corporate Council on Africa is . . .

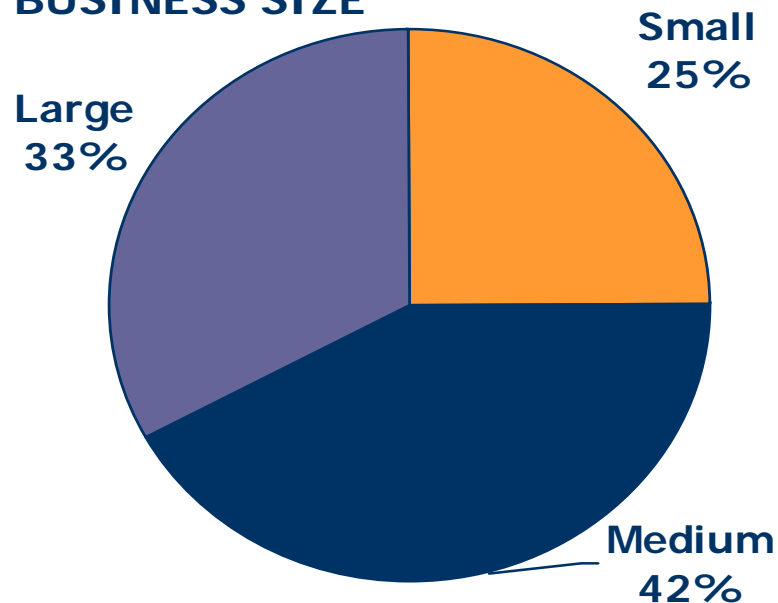
- ♦ A non-partisan, tax-exempt organization established in 1992
- ♦ The largest U.S. organization devoted to strengthening commercial relations between the U.S. and Africa
- ♦ Comprised of over 180 members which represent nearly 85% of total U.S. private sector investments in Africa

CCA's Mission is to . . .

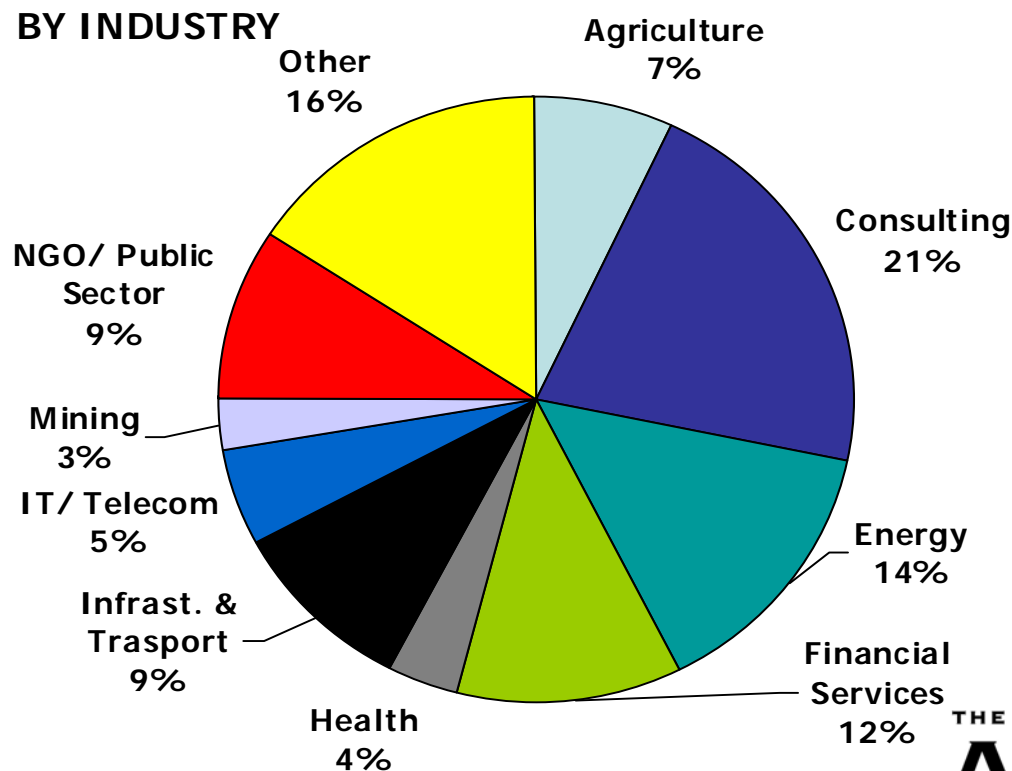
- ◆ introduce, facilitate and strengthen commercial relations between the United States of America and the nations of Africa
- ◆ support favorable trade legislation
- ◆ help expand available financing for investments
- ◆ encourage partnerships between the private sectors of the United States and Africa
- ◆ work to strengthen the rule of law and sanctity of agreements
- ◆ promote a climate conducive to long-term investment

CCA membership is equally distributed among small, medium, and large organizations....

BY BUSINESS SIZE



and represents diverse business sectors
and subsectors.



DAIMLERCHRYSLER



ORACLE

Microsoft



ChevronTexaco

3M Worldwide

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imagination at work



WORLD COCOA FOUNDATION

ENCOURAGING SUSTAINABLE, RESPONSIBLE COCOA GROWING

THE CORPORATE COUNCIL ON



Global Nature of Agribusiness

- ◆ Agribusinesses are truly global companies
- ◆ Agricultural products and services are sold into a global marketplace

ConAgra
Foods



GENERAL MILLS



MONSANTO
imagine[®]



Cargill



Nestle

Good Food, Good Life



PIONEER[®]
A DUPONT COMPANY

TORO.

Count on it.

valmont 



JOHN DEERE

OLAM



THE CORPORATE COUNCIL ON

AFRICA

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Global Marketplace

Table 1--U.S. agricultural trade, fiscal years 2000-2005, year ending September 30

Item	2000	2001	2002	2003	2004	Forecast	
						Fiscal 2005	
						Feb.	May
Billion dollars							
Exports	50.7	52.7	53.3	56.2	62.3	59.0	60.5
Imports	38.9	39.0	41.0	45.7	52.7	58.0	58.5
Balance	11.9	13.7	12.3	10.5	9.6	1.0	2.0

Reflects forecasts in the May 12, 2005, *World Agricultural Supply and Demand Estimates* report.

Sources: U.S. Department of Agriculture and Bureau of Census, U.S. Department of Commerce.

U.S. foreign direct investment in food manufacturing, by region and country, 2001-03

Region and country	U.S. investment		
	2001	2002	2003
	<i>Million U.S. dollars</i>		
North America	4,671	4,333	5,924
Europe	10,846	9,145	11,321
Latin America and other Western Hemisphere	4,210	3,055	3,806
Africa	177	158	209
Middle East	115	80	90
Asia and Pacific	2,564	2,497	3,038
World	21,334	18,340	22,717

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

RATIONALE FOR PURSUING A U.S.- AFRICA AGRIBUSINESS INITIATIVE

- ◆ **Agriculture** - the primary employer for most of Africa (40-60% of GDP; >80% in rural areas)
- ◆ **Agriculture assistance/technology** - delivered by donors and NGOs; private sector **NOT** involved comprehensively along the entire value chain; market orientation lacking
- ◆ **U.S. private sector** - particularly absent (esp. as compared to the EU)
- ◆ **Changing times** (democratization, AGOA, market liberalization) - warrant a new effort which engages a critical mass of U.S. agribusiness

CCA ACTIVITIES IN AGRICULTURE

- ◆ Mini conference/trade mission St. Louis, MO April 2002
- ◆ Agriculture workshops CCA U.S.-Africa Business Summit, Philadelphia, PA June 2003
- ◆ Agribusiness track CCA AGOA Private Sector Conference, Washington, D.C. December 2003
- ◆ First major U.S.-Africa Business Conference Monterey, CA November 2004
- ◆ SAIBL/WAIBL agribusiness focus (ag-specific WAIBL conferences in Niger and Ghana February, 2005)
- ◆ Agribusiness in proposed trade missions: Mozambique & Libya Fall 2005
- ◆ Agribusiness track CCA U.S.-Africa Business Summit, Baltimore, MD June 2005

Initiative Goal

- ◆ To enhance and expand the mutually beneficial trade and investment relationship between US and African Agribusiness interests and to support sustainable contribution of US Agribusiness in Africa's Economic Development.

Initiative Objectives

- ◆ Educate US agribusiness community and related stakeholders
- ◆ Develop a critical mass of US agribusiness companies engaged in Africa leading to an increased number of agribusiness transactions
- ◆ Position US agribusiness as a preferred provider with donors to support diffusion and adoption of US technologies, practices and services
- ◆ Identify synergies for cross-sectoral relationship building with other CCA initiatives
- ◆ Facilitate agribusiness participation in policy efforts/dialog

- ◆ Agribusinesses are truly global companies
- ◆ Agricultural products and services are sold into a global marketplace



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August 25, 2005

